Investigating Effects of Social Media on Economic Efficiency of Entrepreneurship

(Case Study: *Machiani Kebab* Recommendation Advertising and Satisfaction)

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Abstract

This study aimed to investigate the role of social media marketing on online shopping motivation with emphasis on mediating role of satisfaction and recommender advertising (case study of *machiani kebab* customers). Data were collected by a questionnaire from 384 *machiani kebab* customers as a statistical sample. The collected data were analyzed by SPSS24 and AMOS24 software using structural equation modeling. Analysis of information collected from research questionnaires at the 99% confidence level showed that social media marketing has a positive and significant effect on customer satisfaction. Social media marketing has a positive and significant effect on recommendation advertising. Customer satisfaction has a positive and significant effect on recommended advertising. Customer satisfaction has a positive and significant effect on online shopping motivation. Recommended advertising has a positive and significant effect on online shopping motivation.

Introduction

The emergence of new information and communication technologies, such as telecommunication technologies, enables companies, individuals and organizations to engage in e-business and commerce. These organizations provide opportunities to make resources and skills that cannot be obtained by the people of that organization available through sources outside the organization, and according to the definition, doing business electronically provides many opportunities and advantages for companies, governments, And also consumers. The demand for trading goods and services has given rise to many methods and tools for mutual trade, from the barter system of our era to the connected world of e-commerce and social commerce in which we live today. By using related social networks, users witness the evolution of distinctive commercial methods of goods and services that are separated from the traditional norms of electronic commerce (Iman Khan, 2017).

One of these methods is recently called social business. Social commerce is defined as a subset of e-commerce and group based on open market online relationship. In addition, Marsden (2007) claimed that social commerce is a combination of e-commerce with social networking sites in order to facilitate the buying and selling of products and services using different Internet technologies (Abdipour and Ismailpour, 2014). In the last decade, companies have made a significant effort to manage social media in order to establish interactive communication among users, form stronger relationships with them, and ultimately create brand loyalty. A key construct in this management is social media participation, which is defined as a consumer behavioral manifestation and focuses on social media beyond purchase, which is the result of motivational stimuli (Dolan et al., 2015). Social media has made it possible to achieve a new form of communication and transient sharing of content on the Internet, and by strengthening or creating a brand, it is quickly the key to success in changing the company's mindset and adopting new strategies in response to consumer preferences. (Ghafurian et al., 2016). Many consumers turn to the internet to reduce their decision making efforts. While consumers spend a lot of time and effort to complete multiple tasks and because today's customer is more hungry than ever, it is better to consider the benefits of using the convenience of online shopping (Jiang et al., 2013). Understanding the mechanism of virtual shopping and consumer behavior in the online environment is one of the priorities of all retail stores that intend to develop their activity and presence in virtual markets (same source). Consumers have become an important trend in online shopping, and thus, it is essential to identify factors affecting the motivations of online shopping (Ahmadi et al., 2014). Consumer decision-making is significantly influenced by measures of perceived risk, customer satisfaction, and recommended advertising that consumers can communicate with retailers (Wu et al., 2020). Customer satisfaction and recommended advertising have received the most attention in marketing literature because it has an important effect on online shopping motivation (Wu et al., 2020). According to the stated contents, the present study investigates the role of social media marketing on the motivation of online shopping, emphasizing the role of mediating satisfaction and recommendation advertising among *Machiani Kebab* customers.

Theoretical foundations and research background

Today, online shopping has had a great impact on trade and commerce in the advancement of technology, so that in this era, with the advancement of tools in the field of science and industry, a new type of relationship between people has been created in the world of business, which enables people without physical presence. , do small and large transactions with each other. The e-commerce environment, which is based on the Internet, allows customers to search for information and purchase goods and services through direct communication with online stores. It should be noted that online shopping is not based on the actual experience of buying goods, but on appearances such as the image, shape, quality information and advertisements of the goods. The most important tool that makes business easy for humans and speeds it up is computer communication networks, especially the Internet, so that today, merchants and large commercial companies, instead of establishing real and physical stores, start a website. which provide all kinds of goods and services to the consumer, and the consumer, by referring to the mentioned site, comes across all kinds of goods and services and chooses and orders any one he wants (Bayat, 2015). Online shoppers always check the reviews and experiences of other customers before buying products online. Customers who have good online shopping experiences with a retailer are more likely to be positively influenced by online advertising (Duart et al., 2018).

New developments in the field of information technology have caused the emergence of attractive virtual spaces such as social networks that are expanding day by day and provide an arena for the promotion of goods and services of manufacturers. With the advancement of Internet technology, companies are using social networking sites to promote and spread information about their brand. Social media has changed traditional marketing communications. Internet users are gradually forming business relationships, which were traditionally formed by marketers (Eschiwiniski and Dabrowski, 2015). In most of the developed countries of the world, social networks have found wide use and have covered almost all aspects of people's lives, and the organizers of these networks have been able to use this tool in the best way, and the producers of products and services have been able to, according to the information they obtain from these networks. strengthen the trust and satisfaction of the brand in the customer (Brody et al., 2013).

Social networks offer new ways of communication to businesses and consumers. Businesses can overcome the geographical limitations of consumers by creating a public space on the Internet where users can communicate with each other. Today, brand communities have expanded greatly in social networks. Among social networks, Facebook has the most users; However, recent forecasts have estimated that this figure will decrease in the near future. Twitter ranks second among social networks in terms of the number of users; However, a network attracts the attention of companies that can create brand communities and achieve the highest growth among social networks (Lopez et al., 2017). Despite this, in our country, social networks have not been able to find their desired place in people's lives, and after all, culture building in this field has not been done, and producers of products and services cannot use these networks properly and widely. Thus, despite the competition between Iranian companies in attracting customers, such companies still do not use the Internet and especially social networks to attract customers. The reason for this could be the producers' ignorance of this tool. This issue has become the main problem in creating customer trust and satisfaction, as well as creating purchase motivation in social networks. In e-commerce, trust and satisfaction are the most important success factors. It should be said that according to previous studies, the recommendations of acquaintances and online opinions of consumers (recommended ads) are the most reliable type of advertising in the world and the most important source of information for purchasing decisions. Currently, people consider the word-of-mouth communication created in virtual social networks as a new communication medium. Due to the popularity and importance of virtual social networks in connecting people and different businesses, some industry experts and researchers encourage businesses to participate in social networks and take advantage of its advantages (Shirkhodaei et al., 2016).

Today, the Internet has become a widespread platform for business transactions and a powerful media for marketing. Statistics show that the number of Internet users and the desire to buy and sell through the Internet has increased (Sultani, 2016). The emergence of new information and communication technologies, such as telecommunication technologies, enables companies, individuals and organizations to engage in e-business and commerce. These organizations provide opportunities to make resources and skills that cannot be obtained by the people of that organization available through sources outside the organization, and according to the definition, it is the electronic conduct of business that provides many opportunities and advantages to companies, governments, and also consumers (Iman Khan, 2017). Social media can enhance many marketing goals. Social media (without the marketing part) is a general term. In fact, there are many definitions for social media, and if we want to simplify it, social media is a collection of sites, online platforms, internet technology and digital tools. Social media is a general term and is considered a part of social business (Fathullah Zadeh, 2016). Much research has been conducted on

consumer participation in online communities. Consumer decision-making is significantly influenced by customer satisfaction measures and recommendation advertising that consumers can communicate with retailers (Wu et al., 2020). Consumer behavior in online shopping has become an important trend, and thus, it is essential to identify the factors affecting online shopping motivations (Ahmadi et al., 2013).

Wu et al. (2020) investigated the determinants of online shopping motivation through integrated shopping process based on perceived risk, satisfaction and flow theory. The results show that purchase motivation, flow theory and customer satisfaction interact with each other. Duart et al. (2018) investigated the effect of ease of online shopping on increasing customer satisfaction and encouraging word-of-mouth advertising. The statistical sample consisted of 250 young Portuguese people. results show. results show. The dimensions of ease of access, ease of search, ease of evaluation, and ease of attention had a significant impact on perceived online ease. Also, there has been a significant relationship between perceived online ease and online customer satisfaction. The research results show that online customer satisfaction has a significant effect on word-of-mouth advertising and behavioral intentions. Akrot and Naji (2018) investigated trust and commitment in a brand community, emphasizing the central role of brand-related quality. The results of the research showed that there is a significant relationship between motivational and economic benefits with trust and commitment in virtual brand community companies. Also, there is a positive and significant relationship between trust and commitment in virtual brand community companies and quality related to the brand. There is a significant relationship between brand-related quality and word-of-mouth advertising. Brand-related quality does not mediate the relationship between trust and commitment in virtual brand community companies with word-of-mouth advertising. Wang et al. (2017) in a research entitled the perceived quality of the destination, tourism satisfaction and recommendation advertising investigated the effects of gender and the number of visits as moderating variables on the relationships between the perceived quality of the destination, tourism satisfaction and recommendation advertising. Quantitative research was conducted to test the hypotheses through data collected from 303 completed questionnaires from domestic tourists in Danang City, Vietnam. The results indicated that perceived quality has a significant and positive effect on tourism satisfaction. Recommendation advertising is positively related to perceived quality and tourist satisfaction.

Siraj et al. (2019) investigated the impact of social media marketing activities on word-of-mouth advertising in cyberspace, consumer satisfaction and commitment. The statistical population of this research includes all customers of Dina Ayman company, Dina Part brand parts, in this regard, the sample is equal to 384 people from all customers of Dina Ayman company, Dina Part brand parts company. Also, the present simple research sample is available. The data analysis method is partial least squares and Smart PLS software. The research results show that social media marketing activities have an impact on social recognition, perceived value, brand awareness and brand image. Also, social recognition and perceived value affect consumer satisfaction. In a way, brand awareness has an effect on word-of-mouth advertising in cyberspace. On the other hand, brand image affects consumer commitment, and finally, word-of-mouth advertising in virtual space affects consumer commitment. Yaori and Khormi Far (2017) investigated the dual analysis of motivational drivers of online shopping and factors affecting obsessive shopping (case study: cosmetics stores in Isfahan). The statistical population of this research is all female buyers from cosmetics stores in Isfahan city who make their purchases online. The statistical sample size

is 384 using Morgan's table. The results of this research, which were analyzed using the structural equation method, showed that online motivational stimuli had an effect on obsessive shopping and also that these stimuli are also effective in online shopping and factors (promotional, cultural and social, Personality and money attitude (materialism) are effective on obsessive buying, and also the factors affecting obsessive buying had an effect on online shopping. In a research, Karimi et al. (2016) investigated the relationship between different characteristics of social commerce and trust performance, considering the mediating role of customer trust (case study: Azad Aliabad University, Katul). The statistical population of Aliabad Azad University students who made at least one online purchase from social networks or mass markets, a sample of 386 people were randomly selected. The method of data collection was done using a standard questionnaire tool, the validity of which was confirmed according to the opinion of experts and its reliability was confirmed by Cronbach's alpha, and for data analysis and hypothesis testing, Lisrel software and structural equation model were used. The findings of this study show that reputation, size, information quality, transaction security, communication, economic feasibility and word-of-mouth advertising have a significant relationship with customer trust, and customer trust has a significant relationship with purchase intention and willingness to advertise. word of mouth All existing relationships between the variables have been obtained according to the mediating role of the customer trust variable. Therefore, customer trust plays a mediating role between the relationships between different characteristics of social commerce and trust performance.

Research hypotheses

1- Social media marketing has a significant impact on customer satisfaction.

2- Social media marketing has a significant impact on recommended advertising.

3- Customer satisfaction has a significant effect on recommended advertising.

4- Customer satisfaction has a significant effect on online shopping motivation.

5- Recommended advertising has a significant effect on online shopping motivation.

Conceptual model of research

Based on the researches of Wu et al. (2020), Sanu (2014), Wang et al. (2017) and Hasnin et al. (2016), the conceptual model of the research was designed as follows:
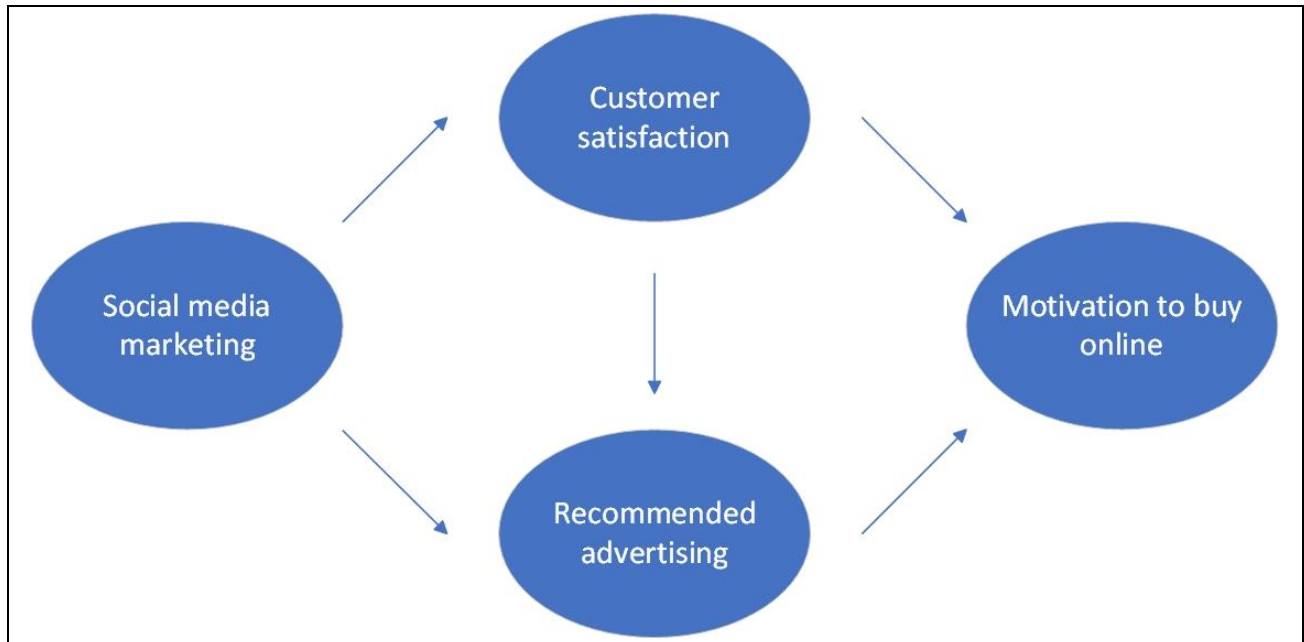
Figure (1): conceptual model of the research (wu & et al., 2020 & Sano, 2014 & wang & et al., 2017 & Husnain & et al., 2016

research methodology

This research is practical in terms of purpose, and in terms of data collection, it is a descriptive survey. Survey research is used to investigate the distribution of characteristics of a statistical population. The purpose of descriptive research is to describe the phenomenon or conditions under investigation. Descriptive research can be used to learn more about existing conditions or to help the decision-making process.

In this study, two methods are used to collect data:

1. Library study: using sources and sources to compile the theoretical foundations and research background

2. Field study: collecting information through a questionnaire.

A phishing tool will be used in the library section. Standard questionnaires were used to measure the variables in this research. Cronbach's alpha was used to determine reliability.

The statistical population of the research is all the customers of *Machiani Kebab* customers, since the size of the statistical population is unknown, therefore, it is not possible to collect information from all the people of the statistical population, and as a result, a sample of the statistical population will be selected. The sample group is a small set of the statistical population including some members who are selected from the statistical population; In other words, some members of the statistical population (but not all) form the sample group. As a result, the sample group is a subset of the statistical population, by studying it, the researcher is able to generalize its results to the entire statistical population. The statistical population of the current research is all the customers of *Machiani Kebab*, and the number of the statistical

sample of the research is obtained using Morgan's table. According to the Morgan table, according to the society, the sample number was 384 people, and for more certainty, 400 questionnaires were distributed and collected among the customers of *Machiani Kebab*. Among the questionnaires, only 384 questionnaires were completely filled and could be analyzed, so the sample number was 384 people.

In this research, a researcher-made questionnaire was designed based on the research of Wu et al. (2020) and Sanu (2014). The questionnaire of this research consists of two parts. The first part is for demographic information and the second part is for measuring research variables. Table (1) shows the items of the questionnaire to measure the variables.

Table (1): Questionnaire items to measure the variables				
Row	variable in question	Source	Number of questions in the questionnaire	Question number in the questionnaire
1	Social media marketing	Sanu,2014	5	1-5
2	Customer satisfaction	Sanu,2014	4	6-9
3	Recommended advertising	Sanu,2014	3	10-12
4	Motivation to buy online	Wu et al, 2020	3	13-15
5	The whole questionnaire		15	1-15

The most famous reliability estimate is Cronbach's alpha coefficient. The reliability of the questionnaires in this research was obtained based on Cronbach's alpha coefficient. According to the results of the table, the Cronbach's alpha coefficient for all variables and the entire questionnaire is greater than 0.7, so the questionnaire has the required reliability.

Table (2): Results of Cronbach's alpha coefficient test		
Variable	Number of questions	Cronbach's alpha coefficient value
Social media marketing	5	0.866
Customer satisfaction	4	0.813
Recommended advertising	3	0.798
Motivation to buy online	3	0.788
questionnaire	15	0.850

Research findings

In this section, research hypotheses are tested and information analysis is presented. All these analyzes were done by means of SPSS24 and Amos 24 software. According to table (3), it can be seen that the highest average (3.429) is related to the variable of customer satisfaction and the lowest average (3.244) is related to the variable of recommendation advertisements.

Table (3): Description of research variables								
Variable	average	standard deviation	crookedness	Elongation	The least amount	The highest amount	normality	Number
Social media marketing	3.300	0.561	0.008	0.071	1.90	4.80	normal	384
Customer satisfaction	3.429	0.571	0.809	0.401	1.00	4.60	normal	384
Recommended advertising	3.244	0.672	0.320	-0.308	1.40	4.60	normal	384
Motivation to buy online	3.252	0.427	-0.173	0.067	1.60	4.20	normal	384

According to the results of the table, the coefficients of skewness and kurtosis are in the interval (2, -2), so the data have a normal distribution.

In this part, the structural model of the research is suitable for testing the main hypotheses. This model is shown in the following figure.

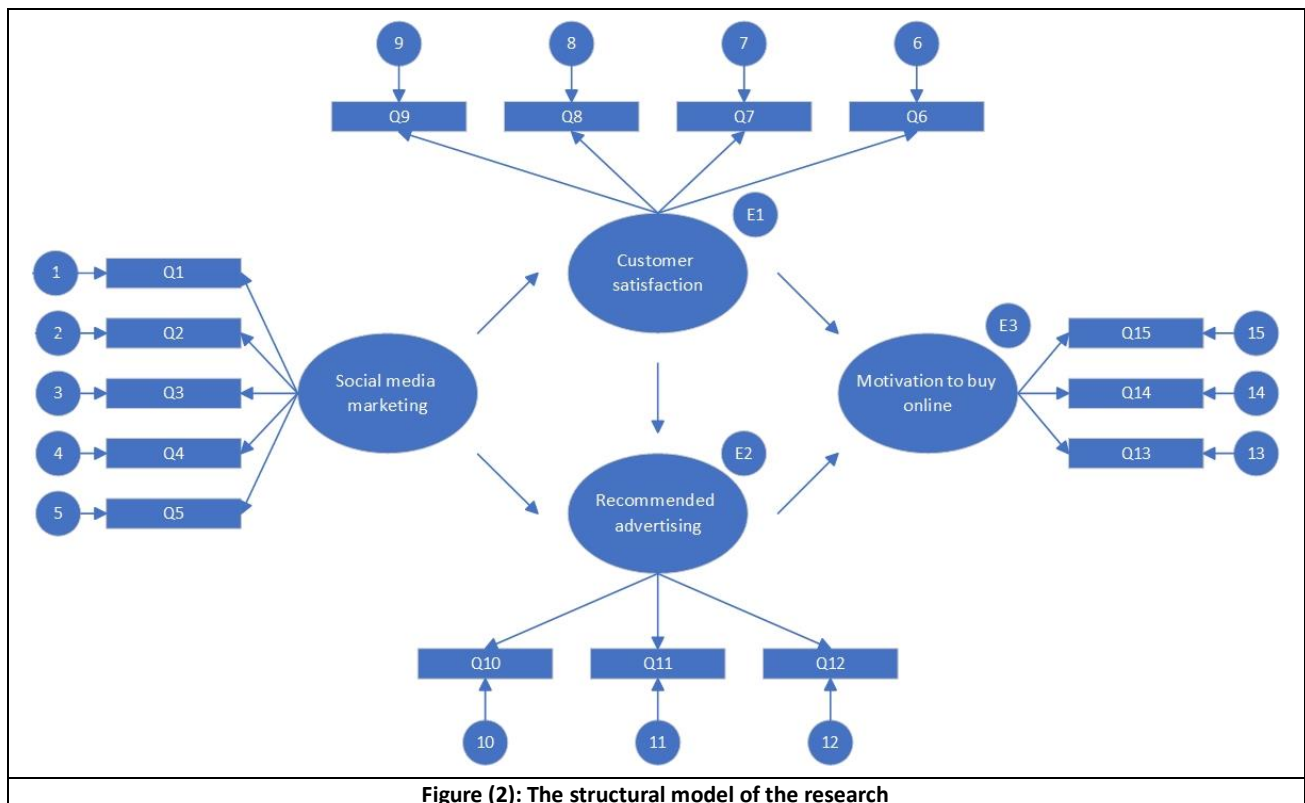Figure (2): The structural model of the research

Table (4) shows the fit indices of the above model. If the values of the fit indices are within the desired range, they indicate the appropriateness of the model for the collected data.

Table (4): Model fit indices							
Model suitability indices	$CIMIN/DF$	GFI	IFI	TLI	CFI	NFI	RMSEA
The main pattern	4.862	0.987	0.993	0.950	0.991	0.963	0.041
Acceptable level	1-5	More than 0.9	More than 0.9	More than 0.9	More than 0.9	More than 0.9	smaller than 0.05

As can be seen from the above table, all the indicators are in the desired range. Therefore, the suitability of the structural analysis model in fitting the collected data is confirmed.

Hypothesis 1: Social media marketing has a significant effect on customer satisfaction.

Table (5): The results of the first hypothesis				
Direction	standardized coefficient	standard deviation	t statistic	p-value
Social media marketing → customer satisfaction	0.917	0.105	7.563	0.000

Based on the results of table (5), the impact of social media marketing on customer satisfaction is equal to 0.817 and the obtained significance level (0.000) is less than one percent. Based on this, social media marketing has a positive and significant effect on customer satisfaction. Therefore, it can be said that the first hypothesis of the research that social media marketing has a significant effect on customer satisfaction is accepted at the confidence level of 99%.

Hypothesis 2: Social media marketing has a significant effect on recommendation advertising.

Table (6): The results of the second hypothesis				
Direction	standardized coefficient	standard deviation	t statistic	p-value
Social media marketing → customer satisfaction	1.016	0.311	4.851	0.000

Based on the results of table (6), the amount of social media marketing influence on recommended advertising is equal to 1.061 and the obtained significance level (0.000) is less than one hundredth. Based on this, social media marketing has a positive and significant effect on recommended advertising. Therefore, it can be said that the second hypothesis of the research that social media marketing has a significant effect on recommended advertising is accepted at the 99% confidence level.

Hypothesis 3: Customer satisfaction has a significant effect on recommended advertising.

Table (7): The results of the third hypothesis				
Direction	standardized coefficient	standard deviation	t statistic	p-value
Customer satisfaction → Recommended advertising	0.544	0.106	4.452	0.000

Based on the results of table (7), the effect of customer satisfaction on recommended advertising is equal to 0.544 and the obtained significance level (0.000) is less than one percent. Based on this, customer satisfaction has a positive and significant effect on recommended advertising. Therefore, it can be said that the third hypothesis of the research that customer satisfaction has a significant effect on recommended advertising is accepted at the 99% confidence level.

Hypothesis 4: Customer satisfaction has a significant effect on online shopping motivation.

Table (8): Results of the fourth hypothesis				
Direction	standardized coefficient	standard deviation	t statistic	p-value
Customer satisfaction → motivation to buy online	0.836	0.179	6.944	0.000

Based on the results of table (8), the effect of customer satisfaction on online shopping motivation is equal to 0.836 and the obtained significance level (0.000) is less than one percent. Based on this, customer satisfaction has a positive and significant effect on online shopping motivation. Therefore, it can be said that the fourth hypothesis of the research that customer satisfaction has a significant effect on online shopping motivation is accepted at the 99% confidence level.

Hypothesis 5: Recommended advertising has a significant effect on online shopping motivation.

Table (9): The results of the fifth hypothesis				
Direction	standardized coefficient	standard deviation	t statistic	p-value
Recommended ads → motivation to buy online	0.427	0.082	4.695	0.000

Based on the results of table (9), the amount of influence of recommended advertisements on online shopping motivation is equal to 0.427 and the obtained significance level (0.000) is less than one hundredth. Based on this, recommendation ads have a positive and significant effect on online shopping motivation. Therefore, it can be said that at the 99% confidence level, the fifth hypothesis of the research that recommendation ads have a significant effect on the motivation to buy online is accepted.

Conclusion

The results of the research were the result of the analysis of the questionnaire data collected from 384 people among *Machiani Kebab* customers, of which 283 were men and 101 were women. In the following, the results of the hypothesis analysis are discussed. The result of the analysis of research hypotheses showed that the effect of social media marketing on customer satisfaction is positive and the significance level obtained is less than one percent. Based on this, social media marketing has a positive and significant effect on customer satisfaction. Therefore, it can be said that the first hypothesis of the research that social media marketing has a significant effect on customer satisfaction is accepted at the confidence level of 99%. Therefore, with the increase in social media marketing, customer satisfaction increases. This result is in accordance with the research results of Wu et al. (2020), Wang et al. (2017) and Sano (2014). The result of the analysis of research hypotheses showed that the effect of social media marketing on positive recommendation ads and the significance level obtained is less than one percent. Based on this, social media marketing has a positive and significant effect on recommended advertising. Therefore, it can be said that the second hypothesis of the research that social media marketing has a significant effect on recommended advertising is accepted at the 99% confidence level. Therefore, with the increase of social media marketing, the recommended advertising increases. This result is in accordance with the research results of Wu et al. (2020), Wang et al. (2017) and Sano (2014). The result of the analysis of research hypotheses showed that the effect of customer satisfaction on positive recommendation ads and the significance level obtained is less than one percent. Based on this, customer satisfaction has a positive and significant effect on recommended advertising. Therefore, it can be said that the third hypothesis of the research that customer satisfaction has a significant effect on recommended advertising is accepted at the 99% confidence level. Therefore, with the increase in customer satisfaction, the recommended advertising increases. This result is in accordance with the research result of Wang et al. (2017), Hassanian et al. (2016) and Sanu (2014). The result of the analysis of research hypotheses showed that the effect of customer satisfaction on the motivation to buy online is positive and the significance level obtained is less than one percent. Based on this, customer satisfaction has a positive and significant effect on online shopping motivation. Therefore, it can be said that the fourth hypothesis of the research that customer satisfaction has a significant effect on online shopping motivation is accepted at the 99% confidence level. Therefore, with the increase in customer satisfaction, the motivation to buy online increases. This result is in accordance with the research result of Wu et al. (2020), Hassanian et al. (2016) and Wang et al. (2017). The result of the analysis of the research hypotheses showed that the effect of the recommendation ads on the motivation to buy online is positive and the significance level obtained is less than one percent. Based on this, recommendation ads have a positive and significant effect on online shopping motivation. Therefore, it can be said that at the 99% confidence level, the fifth hypothesis of the research that recommendation ads have a significant effect on the motivation to buy online is accepted. Therefore, with

the increase of recommended advertisements, the motivation to buy online increases. This result is in accordance with the research result of Wu et al. (2020), Hassanian et al. (2016) and Wang et al. (2017).

Practical suggestions in line with the research results are:

1. *Machiani Kebab* managers are suggested to increase customer satisfaction by using social media marketing in their software, such as customer chat with each other, customer surveys, and the possibility of sharing customer experiences.

2. Managers of *Machiani Kebab* are suggested to increase recommended advertising by using customized services for their customers and the possibility of sharing advertising content for customers.

3. It is suggested to the managers of *Machiani Kebab* to increase the advertisements recommended by customers by using the services expected by customers in the cyber space by surveying them.

4. *Machiani Kebab* managers are suggested to increase the motivation of customers to buy online by using the services expected by customers on their website and in mobile software.

5. It is suggested to the managers of *Machiani Kebab* to increase the motivation of customers to buy online by using components that increase recommendation advertising such as virtual fan forums.

6. Future offers

It is suggested to investigate the role of social media marketing on online shopping motivation in future researches with emphasis on the mediating role of brand loyalty.

It is suggested to investigate the topic of this research among small and medium companies.

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